

**Amendments to the Claims**

This listing of claims will replace all prior versions and listings of claims in the above-identified application.

**Listing of Claims**

1. **(Currently amended)** A computer implemented method of customizing a product comprising:
  - providing a set of one or more customizable product classes;
  - receiving a customizable class rule ~~in a natural language template~~;
  - receiving a request to designate a customizable product class from the set of customizable product classes as a customizable product instance;
  - receiving, during a runtime session, a request to associate a first component product from a set of component products with the customizable product instance; and
  - ~~automatically~~ determining, during the runtime session, whether to associate the first component product with the customizable product instance based on the customizable class rule.
2. **(Previously presented)** The computer implemented method of claim 1 further comprising:
  - determining not to associate the first component product with the customizable product instance if the customizable class rule limits association of the first component product with the customizable product instance.

3. **(Currently amended)** The computer implemented method of claim 1 further comprising:

determining to associate the first component product with the customizable product instance if the customizable class rule allows association of the first component product with the customizable product instance; [[and]]

associating the first component product with the customizable product instance;

determining to associate a second component product with the customizable product instance upon the associating the first component product if the customizable class rule requires association of the first component product with the second component product; and

associating the second component product with the customizable product instance.

4. **(Canceled)**

5. (Previously presented) The computer implemented method of claim 1 wherein the providing the set of component products comprises providing a user interface for each component product, wherein the user interface comprises a theme user interface, a control user interface, and a group user interface.

6. (Canceled)

7. (Previously presented) The computer implemented method of claim 1 wherein two or more component products from the set of component products are associated with the customizable product instance.

8. **(Currently amended)** A machine-readable medium that provides instructions, which when executed by a set of one or more processors, cause the set of processors to perform operations of customizing a product comprising:

providing a set of one or more customizable product classes;  
 receiving a customizable class rule ~~in a natural language template~~;  
 receiving, during a runtime session, a request to designate a customizable product class from the set of customizable product classes as a customizable product instance;  
 receiving a request to associate a first component product from a set of component products with the customizable product instance; and  
~~automatically~~ determining, during a runtime session, whether to associate the first component product with the customizable product instance based on the customizable class rule.

9. **(Previously presented)** The machine-readable medium of claim 8, the operations further comprising:

determining not to associate the first component product with the customizable product instance if the customizable class rule limits association of the first component product with the customizable product instance.

10. **(Currently amended)** The machine-readable medium of claim 8, the operations further comprising:

determining to associate the first component product with the customizable product instance if the customizable class rule allows association of the first component product with the customizable product instance; ~~[[and]]~~  
 associating the first component product with the customizable product instance;  
determining to associate a second component product to the customizable product instance upon the associating the first component product if the customizable class rule requires associating the first component product with the second component product; and

associating the second component product with the customizable product instance.

11. **(Canceled)**

12. (Previously presented) The machine-readable medium of claim 8 wherein the providing the set of component products comprises providing a user interface for each component product.

13. (Previously presented) The machine-readable medium of claim 12 wherein the user interface comprises a theme user interface, a control user interface, and a group user interface.

14. (Previously presented) The machine-readable medium of claim 8 wherein two or more component products from the set of component products are associated with the customizable product instance.

15. **(Currently amended)** A computer implemented method of customizing a product comprising:

receiving, ~~in a natural language template,~~ a set of customizable class rules that define at least one relationship among component products;

designating a customizable product class from a set of customizable product classes as a customizable product instance;

selecting, during a runtime session, a first component product from a set of component products to form a customizable product; and

~~automatically~~ associating, during the runtime session, the first component product with the customizable product instance based on a customizable class rule, among the set of customizable class rules, that applies to the customizable product instance.

16. (Previously presented) The computer implemented method of claim 15, further comprising selecting a second component product to add to the customizable product, wherein the selecting is based on the first component product and at least one of the customizable class rules.

17. (Previously presented) The computer implemented method of claim 15, further comprising selecting two or more component products associated with the customizable product class.

18. **(Currently amended)** The computer implemented method of claim 15, further comprising ~~automatically~~ associating a second component product with the customizable product instance upon the selecting based on at least one of the customizable class rules.

19-23. (Canceled)

24. **(Currently amended)** A machine-readable medium that provides instructions, which when executed by a set of one or more processors, cause the set of processors to perform operations of customizing a product comprising:

receiving, ~~in a natural language template~~, a set of customizable class rules that define at least one relationship among component products;

designating a customizable product class from a set of customizable product classes as a customizable product instance; **[[and]]**

selecting, during a runtime session, a first component product from a set of component products to form a customizable product; and

~~automatically~~ associating, during the runtime session, the first component product with the customizable product instance based on a customizable class rule, among the set of customizable class rules, that applies to the customizable product instance.

25. (Previously presented) The machine-readable medium of claim 24, wherein the operations further comprise selecting from a set of alternative component products to add to the customizable product, wherein the selecting is based upon the first component product.

26. **(Currently amended)** The machine-readable medium of claim 24, wherein the customizable product rules comprise pricing information and allow for discount pricing, and the operations further comprise selecting two or more component products associated with the customizable product class.

27. **(Currently amended)** The machine-readable medium of claim 24, wherein the operations further comprise ~~automatically~~ associating a second component product with the customizable product instance upon the selecting based on at least one of the customizable class rules.
28. (Canceled)
29. **(Canceled)**
30. (Canceled)
31. (Previously presented) The machine-readable medium of claim 27 wherein the customizable product rule comprises component product information to guide a consumer in a selection of the customizable product, and the component product is displayed in a user interface.
32. (Canceled)
33. **(Currently amended)** An apparatus to customize a product comprising:  
a memory to store a set of one or more customizable product classes; and  
a processor, coupled to the memory and configured to:  
identify a set of component products,  
receive a customizable class rule ~~in a natural language template~~,  
receive a request to designate a customizable product class from the set of customizable product classes as a customizable product instance,  
receive, during a runtime session, a request to associate a first component product from a set of component products with the customizable product instance, and  
~~automatically~~ determine, during the runtime session, whether to associate the first component product with the customizable product instance based on the customizable class rule.

34. (Previously presented) The apparatus of claim 33, wherein the processor is further configured to determine not to associate the first component product with the customizable product instance if the customizable class rule limits association of the first component product with the customizable product instance.

35. (Previously presented) The apparatus of claim 33, wherein the processor is further configured to:

determine to associate the first component product with the customizable product instance if the customizable class rule allows association of the first component product with the customizable product instance; and  
associate the first component product with the customizable product instance.

36. **(Canceled)**

37. **(Canceled)**

38. **(Canceled)**

39. (Previously presented) The apparatus of claim 33, wherein two or more component products from the set of component products are associated with the customizable product instance.

40. **(Canceled)**

41. **(Currently amended)** The computer implemented method of claim 1, further comprising:

converting the customizable class rule from [[the]] a natural language format into a low-level computer language.

42. (Previously presented) The computer implemented method of claim 1, wherein the customizable class rule comprises an expression relating to an attribute of a component product.

43. (Previously presented) The computer implemented method of claim 1, wherein the customizable class rule defines at least one relationship among the customizable product classes.

44. (Canceled)

45. **(Currently amended)** The machine-readable medium of claim 8, the operations further comprising:

converting the customizable class rule from ~~[[the]]~~ a natural language format into a low-level computer language.

46. (Previously presented) The machine-readable medium of claim 8, wherein the customizable class rule comprises an expression relating to an attribute of a component product.

47. (Previously presented) The machine-readable medium of claim 8, wherein the customizable class rule defines at least one relationship among the customizable product classes.

48. (Previously presented) The computer implemented method of claim 15, further comprising:

converting the customizable class rules from a natural language format into a low-level computer language.

49. (Canceled)

50. (Canceled)

51. (Previously presented) The computer implemented method of claim 24, wherein each customizable class rule comprises an expression relating to an attribute of a component product.



**52-54. (Canceled)**

55. **(New)** The computer implemented method of claim 1 further comprising:  
generating, in response to the request to associate, a recommendation message based on  
the customized class rule.
56. **(New)** The computer implemented method of claim 55, further comprising:  
transmitting the recommendation message to a user, wherein the request to associate is  
received from the user.
57. **(New)** The computer implemented method of claim 1, wherein the customizable class  
rule comprises:  
a user-specified text identifier, and  
a text operator that applies to the user-specified text identifier.
58. **(New)** The computer implemented method of claim 57, wherein the user-specified text  
identifier refers to input received during the runtime session.
59. **(New)** The computer implemented method of claim 57, wherein the text operator  
comprises at least one of: a requirement operator, a conditional operator, a conjunction operator,  
and an exclusion operator.
60. **(New)** The computer implemented method of claim 57, wherein the text operator  
comprises at least one of: an addition operator, a subtraction operator, a multiplication operator,  
and an absolute value operator.
61. **(New)** The computer implemented method of claim 57, wherein the user-specified text  
identifier refers to an account status and the text operator comprises an equivalence operator.

62. (New) The computer implemented method of claim 57, wherein the user-specified text identifier refers to at least one of: a product class, a cardinal number, a customer evaluation, a transaction upgrade, a customer attribute, or a geographic location.
63. (New) The machine-readable medium of claim 8, the operations further comprising:  
generating, in response to the request to associate, a recommendation message based on  
the customized class rule, wherein the request to associate is received from a user;  
and  
transmitting the recommendation message to the user.
64. (New) The machine-readable medium of claim 8, wherein the customizable class rule comprises:  
a user-specified text identifier, wherein the user-specified text identifier refers to input  
received during the runtime session, and  
a text operator that applies to the user-specified text identifier.
65. (New) The computer implemented method of claim 15, wherein the set of customizable class rules comprises:  
a user-specified text identifier, wherein the user-specified text identifier refers to input  
received during the runtime session, and  
a text operator that applies to the user-specified text identifier.
66. (New) The machine-readable medium of claim 24, wherein the set of customizable class rules comprises:  
a user-specified text identifier, wherein the user-specified text identifier refers to input  
received during the runtime session, and  
a text operator that applies to the user-specified text identifier.

67. (New) The apparatus of claim 33, wherein the customizable class rules comprises:
- a user-specified text identifier, wherein the user-specified text identifier refers to input received during the runtime session, and
  - a text operator that applies to the user-specified text identifier.